

Job Title:	<b>Marketing &amp; Program Specialist</b>
Job Description Number:	<b>2708</b>
Department/Division:	<b>Public Transportation/Administration</b>
Exemption Status:	<b>Exempt</b>
Pay Grade:	<b>106</b>
Immediate Supervisor:	<b>Manager of Transit Administration</b>
Normal Work Schedule:	<b>Mon-Fri, 8 hours/day</b>

**Brief Description of the Job:**

Oversee the marketing efforts of Greenlink through the incremental implementation of the Greenville Transit Authority's five-year marketing plan. Facilitate the use of different mediums of communication to promote the Greenlink brand. Responsible for creating and maintaining the Greenlink social media strategies as well as managing the sale and administration of the commuter benefits program. Serves as the primary liaison for private stakeholders within the community interested in creating and maintaining public/private partnerships that assist in the long-term viability of transit throughout the City of Greenville, Greenville County, and the Upstate. Oversee the sale of advertisements on the buses and bus shelters. Responsible for maintaining sub-recipient records and overseeing quarterly reports pertaining to recipients of the former JARC and New Freedom programs as well as creating and maintaining the GTA 5311 funding program. Oversee bicycle related programs including the downtown bike locker program. Creation and circulation of the Greenlink newsletter.

**Essential Functions:**

**Marketing (35%):** Create and distribute marketing materials (flyers, posters, programs, brochures, invitations, maps, quarterly newsletters, website updates, Facebook apps, etc.) Create and administer programs specifically designed to promote the Greenlink brand within the Greenville community.

**Partner Development (25%):** Identify and solicit public/private partnerships with key community stakeholders interested in purchasing service from Greenlink. Coordination of possible donors for items such as bus shelters and benches as well as the purchase of designated advertising space on buses and bus shelters. Create and nurture an array of relationships with key community organizations by means of frequent round-table discussion group meetings designed to keep the community abreast of transit-related activity.

**Program Design (25%):** Work with the Manager of Transit Administration to create and implement the 5311 funding program on behalf of the Greenville Transit Authority. Design and implement the Commuter Benefit Program as well as the Partnership for Collegiate Transportation program.

**Program Management (15%):** Manage and oversee the JARC and New Freedom sub-recipients; facilitate the completion of the JARC and New Freedom funding programs. Maintain grant files for 5311 sub-recipients as well as create and circulate all relevant reports pertaining to the implementation of the 5311 program.

Other duties and responsibilities as assigned.

## **Physical Demands**

**Overall Strength Demands:** Sedentary strength demands include exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.

**Physical Demands:** Continuously requires fine dexterity, vision, and hearing. Frequently requires sitting, reaching, handling, and talking. Occasionally requires standing and walking. Rarely requires carrying, kneeling, climbing, balancing, and crouching.

**Machines, Tools, Equipment, and Work Aids:** Fax, telephone, printers, scanner, copier, and digital camera

**Computer Equipment and Software:** Computer and related software

## **Working Conditions**

**Overall Working Conditions:** Good: Relatively free from unpleasant environmental conditions or hazards.

**Environmental Factors:** None

**Health and Safety:** None

**Primary Work Location:** Office environment

**Protective Equipment Required:** None

## **Non-Physical Demands**

Frequently requires time pressures, performing multiple tasks simultaneously, and working closely with others as part of a team. Occasionally requires frequent change of tasks and tedious or exacting work. Rarely requires irregular schedule/overtime.

## **Job Requirements**

**Formal Education:** Bachelor's degree or equivalent in Marketing, Public Relations, Business Administration, or Public Administration is required.

**Experience:** Over one year of experience or equivalent in/as program coordination is required.

**Driver's License Required:** Class D South Carolina Driver's license

**Certifications and Other Requirements:** None

## **Job Demands**

**Reading:** Advanced Level: Ability to read, analyze, and interpret general business periodicals, professional journals, technical journals and procedures, financial reports, legal documents, and governmental regulations as well as literature, books, reviews, reports, and abstracts.

**Math:** Intermediate Level: Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement.

**Writing:** Advanced Level: Ability to write policies, contracts, speeches, formal presentations, and/or technical and legal documents and correspondence.

**Human Collaboration Skills:** Decisions regarding interpretation of existing policies may be made. Contacts may involve stressful, negative interactions requiring high levels of tact and the ability to respond to aggressive interpersonal interactions. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas. Work has a high impact on the organization. External contacts include Upstate Forever, Upstate Transit Coalition, various Upstate Colleges & Universities, and other local businesses. Internal contacts include Public Information & Events department.

**Management and Supervision:** Job has no responsibility for the direction or supervision of others.

**Technical Skill:** Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization. Advanced application: Work affects accuracy of multiple projects.

**Fiscal Responsibility:** Position may make requests for budget allocations, but has no direct fiscal authority.

### **Freedom to Act and Impact of Action**

Receive General Direction: The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically. Significant impact of action: Considerable benefits or costs in time, money, or public/employee relations.

### **Disclaimer**

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.